

SCANNED, #

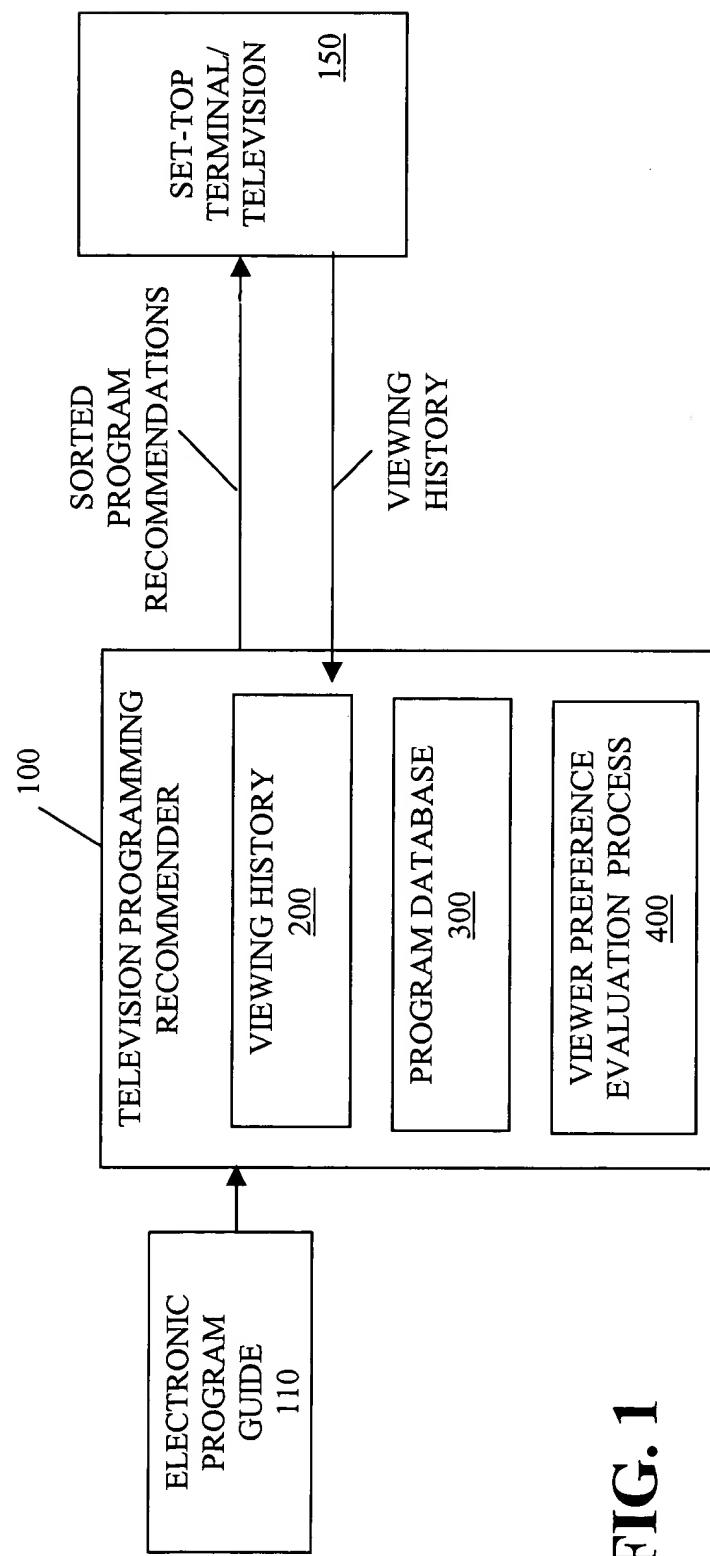


FIG. 1

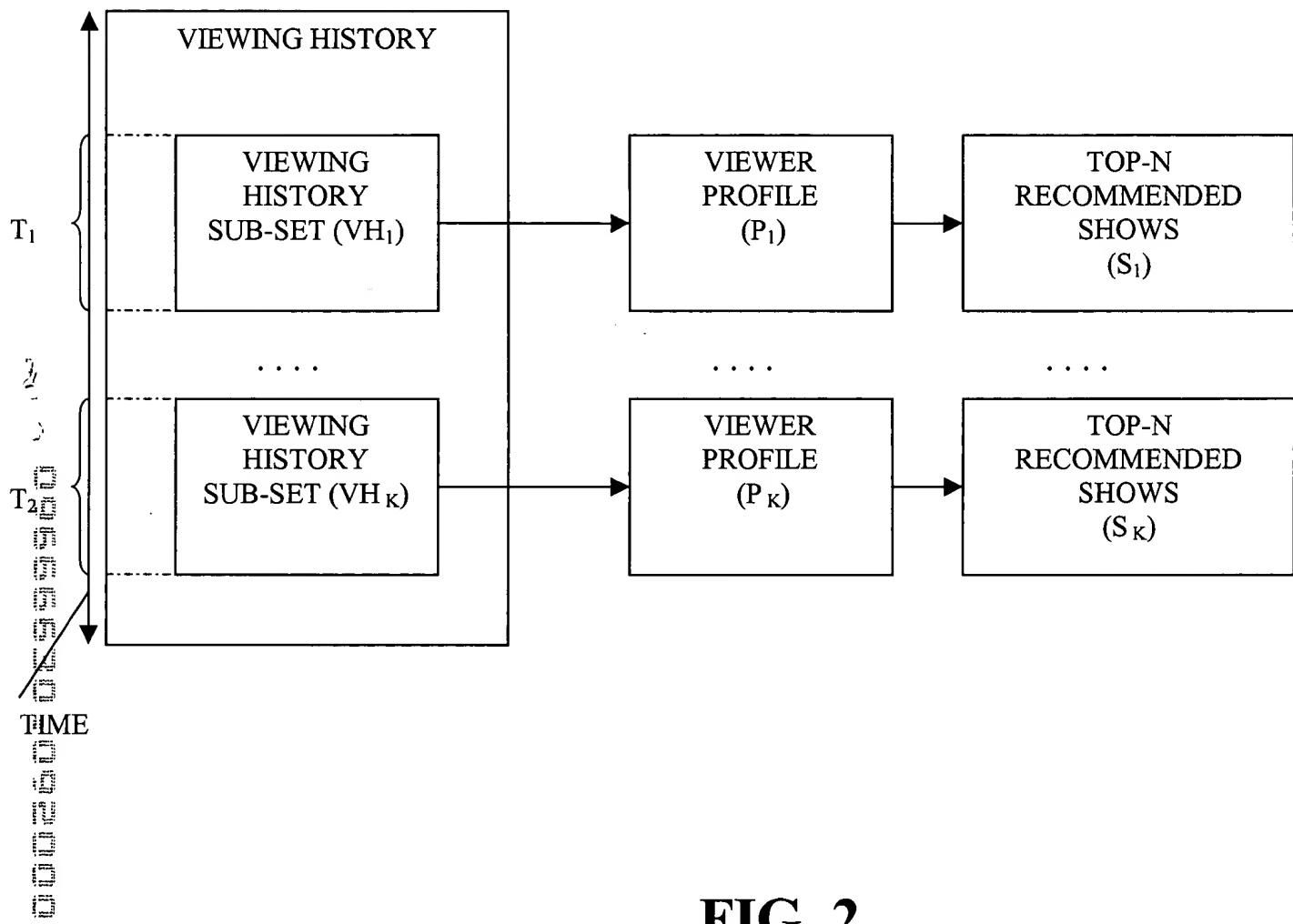


FIG. 2

SCANNED, # _____

PROGRAM DATABASE - 300

	DATE/TIME <u>340</u>	CHANNEL <u>345</u>	TITLE <u>350</u>	GENRE <u>355</u>	...	RECOMMENDER SCORE <u>370</u>
305	11/18/99 -- 8:00 P.M.	CH 1	LUCY	COMEDY		55
310	11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		78
	...					
320	11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		96

FIG. 3

VIEWER PREFERENCE
EVALUATION PROCESS -- 400

OBTAI ELECTRONIC PROGRAM GUIDE (EPG) FOR TIME
PERIOD OF INTEREST

410

OBTAI AT LEAST TWO SUB-SETS, VH_1 AND VH_K , FROM
VIEWING HISTORY 200

420

GENERA A VIEWER PROFILE, P_1 AND P_K ,
CORRESPONDING TO EACH SUB-SET, VH_1 AND VH_K

430

UTILIZE VIEWER PROFILES, P_1 AND P_K , TO GENERATE A
CORRESPONDING SET OF PROGRAM RECOMMENDATION
SCORES, S_1 and S_K , FOR GIVEN TIME INTERVAL

440

ARE THE TOP-N SHOWS FROM S_1
and S_K THE SAME?

450

YES

NO

VIEWING PREFERENCES HAVE NOT
CHANGED AND PORTIONS OF
VIEWING HISTORY 200 CAN BE
DELETED WITHOUT LOSS OF
INFORMATION

460

VIEWING PREFERENCES HAVE CHANGED;
PRESENT RECOMMENDATIONS TO USER
BASED ON PREFERENCES (MOSRE RECENT
SUB-SET OR COMBINATION OF TWO SUB-
SETS)

470

END

FIG. 4